PTO/SB/21 (09-04)
Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

MARKOR	Application Number	09/808,475	
TRANSMITTAL	Filing Date	March 13, 2001	· <del>-</del>
FORM	First Named Inventor	Scott Faber	
	Art Unit	Unassigned	
(to be used for all correspondence after initial filing)	Examiner Name	Unassigned	
Total Number of Pages in This Submission	Attorney Docket Number	76705-200501/US	

ENCLOSURES (Check all that apply)					
	Fee Transmittal Form	Drawing(s)	After Allowance Communication to TC		
	Fee Attached	Licensing-related Papers	Appeal Communication to Board of Appeals and Interferences		
	Amendment/Reply	Petition	Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)		
	After Final	Petition to Convert to a Provisional Application	Proprietary Information		
	Affidavits/declaration(s)	Power of Attorney to Prosecute	Status Letter		
	Extension of Time Request	Terminal Disclaimer	Other Enclosure(s) (please identify below):		
	Express Abandonment Request	Request for Refund	Statement Under 37 CFR 3.73(b) Change Attorney Docket No.		
	Information Disclosure Statement	CD, Number of CD(s)	Return receipt postcard		
		Landscape Table on CD			
	Certified Copy of Priority Document(s)	Remarks			
	Reply to Missing Parts/ Incomplete Application				
	Reply to Missing Parts under 37 CFR 1.52 or 1.53				
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT					
Firm Name Greenbern Traurig, LLP					
Signature (D)					
Printed Name John Ward					
Date	January 20, 2006	Reg. No.	40,216		
CERTIFICATE OF TRANSMISSION/MAILING					

I hereby certify that this correspondence is being facsignile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mair in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.

Signature

Typed or printed name

Carol Diez

Date

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



PTO/SB/80 (04-05)

Approved for use through 11/30/2005. OMB 0651-0035

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
perwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

## POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).					
I hereby					(
<b>✓</b> Prac	citioners associated with the Customer Number	: 56188			
OR			*		
Prac	ctitioner(s) named below (if more than ten paten	t practitioners are to b	e named, then a custor	mer number must be us	ed):
	Name	Registration Number	Na	me	Registration
		Number			Number
<u>                                   </u>					
<u> </u>		ž.			
	r(s) or agent(s) to represent the undersigned be				
	patent applications assigned only to the unders this form in accordance with 37 CFR 3.73(b).	signed according to the	e USPTO assignment r	ecords or assignment d	ocuments
	inge the correspondence address for the applica	ation identified in the a	attached statement und	er 37 CFR 3.73(b) to:	
				7	
✓ T	he address associated with Customer Number:	56188			
OR		L			
Fim	n or vidual Name				
Address					
City		State		Zip	
Country					
Telephon			Email		
Тетерпоп			Ciliali	,	
Assignee N	lame and Address:				
KEEN.C	COM, INC. (KEEN, INC.), 62 1st Street	, 5th Floor, San F	rancisco, Californi	a 94105	
•					
A copy of	f this form, together with a statement ur	nder 37 CFR 3.73(t	) (Form PTO/SB/96	or equivalent) is re	guired to be
filed in ea	ich application in which this form is use	ed. The statement	under 37 CFR 3.73	(b) may be complete	ed by one of
the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.					
SIGNATURE of Assignee of Record					
The individual whose signature and title is supplied below is authorized to act on behalf of the assignee					
Signature				Date /-05-01	G
Name	Paul Manca	/	Т	elephone 408-248-4	1000
Title	Chief Financial Officer	,		413	

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



PTO/SB/96 (11-05)

Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

STATEMENT UNDER 37 CFR 3.73(b)			
Applicant/Patent Owner: Scott Faber et al.			
Application No./Patent No.: 09/808,475 Filed/Issue Date: March 1	13, 2001		
Entitled:			
Keen.com California			
	ation, partnership, university, government agency, etc.)		
states that it is:  1.  the assignee of the entire right, title, and interest; or			
2. an assignee of less than the entire right, title and interest (The extent (by percentage) of its ownership interest is %)			
in the patent application/patent identified above by virtue of either:			
A. An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 011914, Frame 0159, or for which a copy thereof is attached.  OR			
B. A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:			
From:     To:     The document was recorded in the United States Patent and Tradem	-		
The document was recorded in the United States Patent and Tradem Reel, Frame, or for which a cop	ark Office at by thereof is attached.		
2. From:	ony thereof is attached		
	opy moreonic anathroa.		
3. From: To: To: The document was recorded in the United States Patent and Tradem	nark Office at		
Reel, Frame, or for which a	copy thereof is attached.		
Additional documents in the chain of title are listed on a supplemental sh	eet.		
As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.  [NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Parh 3, to record the assignment in the records of the USPTO. See MPEP 302.08]  The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.			
	January ZO , 2006		
Signature John P. Ward	Date 650-328-8500		
Printed or Typed Name	Telephone Number		
Appointed Practioner Authorized to Act on Behalf of Assignee			
Title			

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Scott Faber et al.

Examiner:

Unassigned

Serial No.:

09/808,475

Group Art Unit:

Unassigned

Filed:

March 13, 2001

Docket No.:

76705-200501/US

Title:

APPARATUS AND METHOD FOR RECRUITING COMMUNICATING

WITH, AND PAYING PARTICIPANTS OF INTERACTIVE

**ADVERTISING** 

Client:

INGENIO, INC.

## **CERTIFICATE UNDER 37 CFR 1.8**

I hereby certify that this correspondence and identified enclosures are being deposited with the United States Postal Services by first class mail with sufficient postage to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on January-

Name: Carol Diez

Commissioner for Patents Post Office Box 1450 Alexandria, Virginia 22313-1450

## CHANGE OF ATTORNEY DOCKET NUMBER

Please change the Attorney Docket Number of this patent application from 4704.P005 to 76705-200501/US.

Dated: January  $\mathcal{D}$ , 2006

Respectfully subthitted.

GREENBERG TRAURIG, LLP 1900 University Avenue, Fifth Floor

East Palo Alto, CA 94303 Phone: (650) 289-7900 (650) 328-8508 E-Mail: wardj@gtlaw.com